

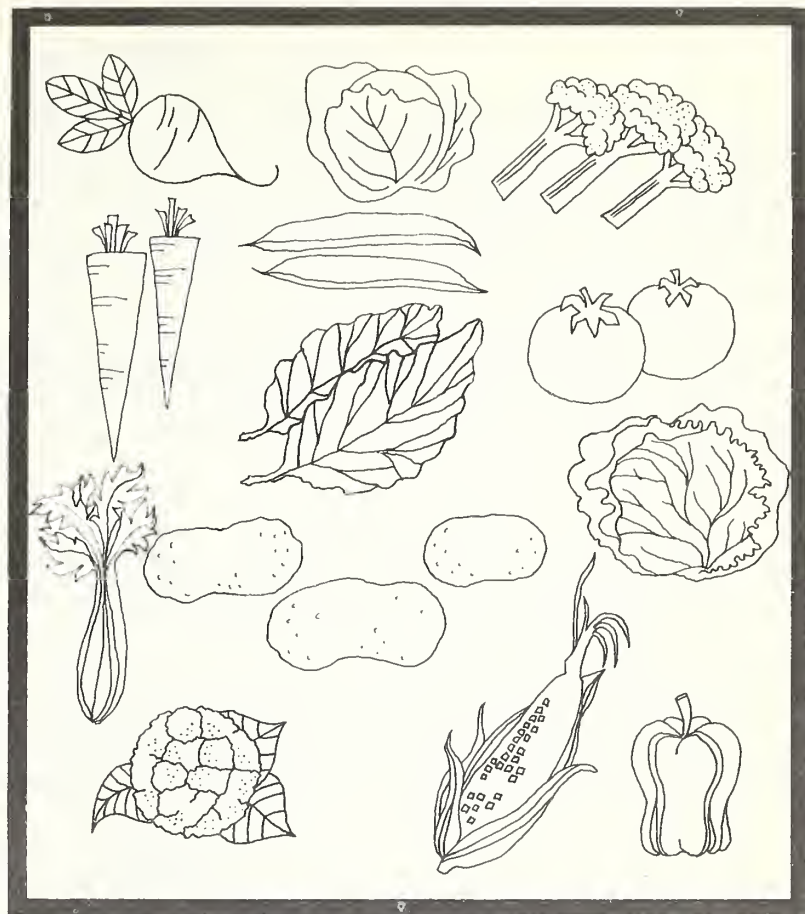
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# 1970 ACREAGE- MARKETING GUIDES



## WINTER VEGETABLES and POTATOES

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U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE  
AUGUST 1969 AMG 69

## PREFACE

The nature of fresh vegetable markets makes farsighted production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers' balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- cannot be controlled. But growers have full control over plantings. They can help to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well versed in the vegetable field.

The final recommendations for 1970 winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1970 ACREAGE-MARKETING GUIDES  
WINTER VEGETABLES AND POTATOES

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, it is recommended that the 1970 acreage of winter lettuce be reduced 5 percent compared with 1969. Therefore, each grower of winter lettuce should reduce the acreage on his farm by 5 percent.

I. 1969 Review

Winter Vegetables

The total planted acreage of 12 winter vegetables for fresh market in 1969 amounted to 253,150 acres, nearly a fifth larger than in 1968, and slightly larger than in 1967 (Table 1). Plantings of cauliflower and green peppers decreased as compared with a year earlier, but among the other winter vegetables, acreage increases ranged from moderate for celery to substantial for all others. Larger plantings of cabbage, carrots, and lettuce accounted for three-fourths of the total increase over 1968.

Adverse weather had a detrimental influence on 1969 winter vegetable production. Cold weather in Florida and Arizona restricted output of several commodities. More importantly, rains in California persisted most of the season, limiting winter vegetable output. As a result, despite the much larger acreage planted, total 1969 production of 12 winter vegetables amounted to 37.6 million hundredweight, only 5 percent larger than in 1968. This compared with prospects in early January for an increase of about a tenth over 1968. Moderate to substantial gains in 1969 production as compared with 1968 were reported for most vegetables. The major exceptions were smaller crops of cabbage, escarole, green peppers, and tomatoes.

Although below the high levels of a year earlier, shipping point prices for 1969 winter fresh vegetables averaged moderate. In early January, prices for most vegetables were high. But markets for most vegetables weakened considerably through February as supplies increased. With considerable variation among individual commodities, vegetable prices in Florida and Texas averaged below a year earlier. In California, the leading State in production, prices averaged higher, and in Arizona prices for all winter vegetables averaged well above a year earlier. The decrease in average vegetable prices in 1969 as compared with 1968 reflected increased domestic crops as well as a larger volume of imports from Mexico, particularly tomatoes.

Despite lower average prices for some winter vegetables, total 1969 winter crop values in most States compared favorably with 1968 (Table 2). The shipping point value of California winter vegetables was up slightly from 1968. In Texas, crop value was up about a tenth, and in Arizona it was up sharply. However, in Florida, the value of winter vegetable production was down from

(Continued on page 5)



Table 1.--Winter Fresh Vegetables: Planted acreage and production, 1967-69 (data rounded and may not add to total) 1/

Item	Planted acreage			Production		
	1967	1968	1969	1967	1968	1969
	1,000 acres			Million cwt.		
Snap Beans	17.2	15.2	16.5	.6	.5	.6
Broccoli	3.6	2.6	3.0	.1	.1	.1
Cabbage	43.8	39.5	47.2	7.1	7.6	7.5
Carrots	39.1	27.9	37.6	5.5	5.3	5.9
Cauliflower	2.2	2.2	2.1	.1	.1	.1
Celery	12.2	10.8	11.4	5.7	5.1	5.5
Sweet Corn	13.0	9.2	12.7	.8	.6	.6
Escarole	7.5	6.6	8.0	.8	.8	.8
Lettuce	78.3	71.7	84.3	13.0	12.2	13.2
Green Peppers	7.2	7.1	7.0	.8	.8	.6
Spinach	8.6	6.4	8.5	.4	.3	.4
Tomatoes	15.4	13.1	14.8	2.8	2.3	2.3
Total	248.1	222.4	253.1	37.7	35.8	37.6

1/ Winter potato data are shown on page 35.

Table 2.--Winter Fresh Vegetables: Percentage change in acreage, production and total value, by States, 1969 compared with 1968

State	Planted acreage;	Harvested acreage;	Production	Total crop value;
	percentage	percentage	percentage	percentage change
	change	change	change	1969 vs. 1968
	1969 vs. 1968	1969 vs. 1968	1969 vs. 1968	1969 vs. 1968
	Percent	Percent	Percent	Percent
California	+5	-1	-4	+3
Florida	+12	+8	-2	-8
Texas	+56	+68	+44	+9
Arizona	+16	+11	+13	+41
Total or average	+19	+16	+5	+2

the high level of a year earlier, with a lower value for tomatoes accounting for most of the decrease. Nevertheless, a larger volume of sales compared with 1968 offset lower prices, and total value of 1969 winter vegetables was a record (Figure 1, page 7).

In California, the total planted acreage of 1969 winter vegetables was moderately larger than in 1968. Sharp increases in lettuce and celery plantings and a larger spinach acreage more than offset decreases for cabbage and carrots. Because of heavy rains, however, the total acreage harvested was slightly less than in 1968, and average yields were below normal. In total, California production of fresh winter vegetables in 1969 was moderately smaller than in 1968.

Winter vegetable plantings in Florida for the 1969 season were up 12 percent over 1968. Increases were reported for sweet corn, tomatoes, escarole, cabbage, snap beans, and lettuce. However, largely because of lower average yields for most leading vegetables, total 1969 winter production in Florida was slightly below 1968.

The total acreage of 1969 winter vegetables in Texas was much higher than in 1968, when floods restricted plantings. In addition, 1969 crops in Texas developed favorably. With much larger cabbage and carrot crops accounting for most of the increase, total 1969 winter vegetable production in Texas was nearly 50 percent larger than in 1968.

Due mostly to a much larger lettuce acreage and increased cauliflower plantings, 1969 winter vegetable acreage in Arizona was 16 percent larger than in 1968 and slightly above 1967. Cabbage plantings in Arizona were down substantially from 1968, but broccoli acreage equaled that in 1968. Winter vegetable production in Arizona exceeded that in 1968 by 13 percent.

#### Winter Potatoes

Total acreage of winter potatoes in 1969 was relatively small and 5 percent less than in 1968. A substantial reduction in acreage in California more than offset a slight increase in Florida. Winter potato yields in both California and Florida were high. Total production in 1969 was up slightly compared with a year earlier.

The Florida harvest extended from January into May, somewhat later than usual. A late start in spring crop harvest in Florida was partly responsible for the extended winter harvest season. In California, intermittent winter rains slowed harvest from time to time. Some winter acreage was dug in April. In contrast with Florida shipments which move into markets throughout the East, the California winter crop is sold largely in intrastate outlets.

Prices for 1969 winter potatoes averaged well above 1968. A strong demand for Florida potatoes for chipping helped to bolster returns to growers.

In 1970, Florida winter crop growers are likely to encounter more competition from local early spring supplies. California growers can expect some increase in competition from storage supplies as total 1969 acreage for fall harvest in the West is 7 percent above 1968.

## II. 1970 Guide Recommendations

The 1970 guides for winter fresh vegetables reflect the assumption that per capita use of principal fresh vegetables will show little change. An increase in total population of slightly more than one percent will help to bolster demand. However, domestic vegetable growers can anticipate increasing competition from imports of Mexican vegetables, particularly tomatoes, cucumbers and green peppers.

The 1970 total acreage guide for 12 winter vegetables is 244,600 acres or 3 percent less than the total planted in 1969. In 1970, smaller plantings are recommended for cabbage, carrots, celery, escarole, lettuce and spinach. Acreages equal to those in 1969 are recommended for snap beans, broccoli, cauliflower, sweet corn, green peppers, and tomatoes.

With normal acreage abandonment and average yields by crops, the guide acreages would provide a total production of 37,756,000 hundredweight, 1 percent more than in 1969 and 5 percent more than in 1968. Summary tables are on pages 7 and 8. Also, the potato guide summary is shown on page 36.

For 1970 crop winter potatoes, the acreage guide for California and Florida is for plantings equal to 1969.

## III. Demand for 1970 Winter Vegetables

The economic boom which has been with us for sometime continued through the first half of 1969 although some signs of moderation were beginning to show. Income and output gains have been more moderate and unemployment rates have risen slightly. However, prices have continued to advance rapidly in most sectors of the economy.

The Administration has taken further steps to tighten both fiscal and monetary policies in order to ease price pressures. Although these actions are expected to temper increases in consumer disposable incomes, further gains in consumer spending for food and other goods and services are expected for the rest of the year. In addition, business fixed investment, with the exception of building expenditures, appear likely to make further but less rapid gains.

Increases in population and consumer incomes will continue to expand domestic markets for most farm products. However, per capita consumption of vegetables this fall and winter is not expected to differ materially from that of last season. As usual, market supplies are expected to be the primary price determining factor. Moving into fall, supplies of processing vegetables are expected to be moderately smaller than a year earlier. But consumption of fresh winter vegetables is expected to depend primarily upon individual supplies and prices as well as prices for closely competing items.

## IV. Processed Vegetables

The 1969 carryover of canned and frozen vegetables was high. The large carryovers are expected to be more than offset by smaller packs in 1969. As a result, the 1969-70 aggregate supply (carryover plus pack) of both canned and frozen vegetables is likely to be approximately 5 percent less than in 1968-69.

(Continued on page 9)



Table 3.--Winter Vegetables: 1970 planted acreage guides with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	1970	1969			1969		
	guide	prel.	1968	1967	prel.	1968	1967
	1,000 acres				Percent		
Beans, snap	16.5	16.5	15.2	17.2	100	109	96
Broccoli	3.0	3.0	2.6	3.6	100	115	83
Cabbage	45.2	47.2	39.5	43.8	96	114	103
Carrots	36.2	37.6	27.9	39.1	96	130	93
Cauliflower	2.1	2.1	2.2	2.2	100	95	95
Celery	11.2	11.4	10.8	12.2	98	104	92
Corn, Sweet	12.7	12.7	9.2	13.0	100	138	98
Escarole	7.6	8.0	6.6	7.5	95	115	101
Lettuce	80.1	84.3	71.7	78.3	95	112	102
Peppers, Green	7.0	7.0	7.1	7.2	100	99	97
Spinach	8.2	8.5	6.4	8.6	96	128	95
Tomatoes	14.8	14.8	13.1	15.4	100	113	96
Total	244.6	253.1	212.3	248.1	97	115	99

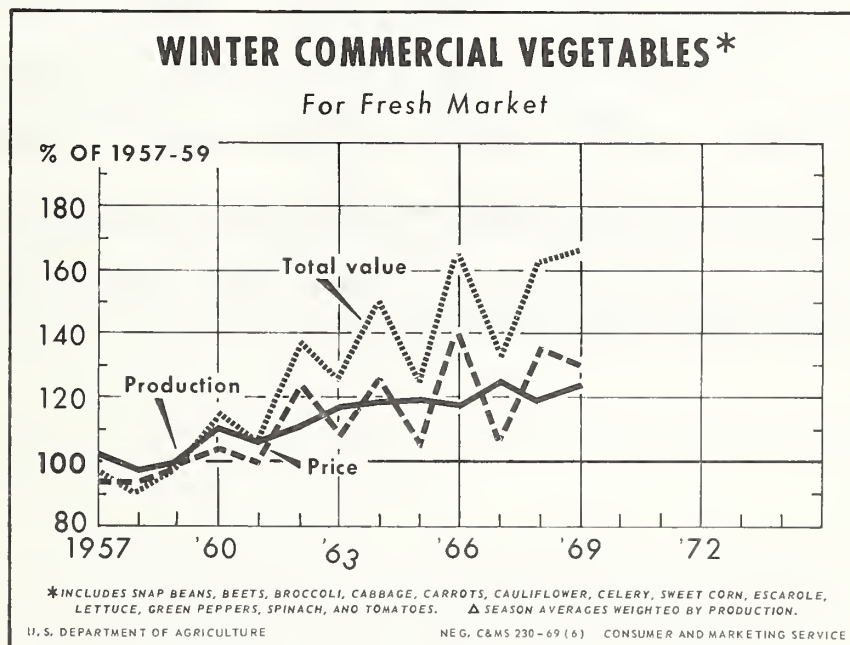


Figure 1

Table 4.--Winter Vegetables: 1970 probable production from guide  
acres with comparisons

Commodity	Production <u>1/</u>				Probable production from acreage guides as percent of:		
	1970	1969	1968	1967	1969	1968	1967
	guide	prel.	prel.	prel.	prel.	prel.	prel.
	1,000 hundredweight				Percent		
Beans, Snap	554	564	492	612	98	113	91
Broccoli	107	93	85	98	115	126	109
Cabbage	7,615	7,494	7,611	7,124	102	100	107
Carrots	5,671	5,919	5,263	5,544	96	108	102
Cauliflower	111	126	76	89	88	146	125
Celery	5,309	5,459	5,130	5,698	97	103	93
Corn, Sweet	729	630	630	777	116	116	94
Escarole	783	766	796	770	102	98	102
Lettuce	13,226	13,223	12,240	13,005	100	108	102
Peppers, Green	699	618	828	746	113	84	94
Spinach	370	375	343	372	99	108	99
Tomatoes	2,582	2,288	2,340	2,831	113	110	91
Total	37,756	37,555	35,834	37,666	101	105	100

1/ Includes some quantities not marketed (see individual commodity tables).

2/ Computed: Product of planted acreage guide for 1970 winter vegetables,  
less normal abandonment times average yield.

## Canned

The aggregate 1969 carryover of principal canned vegetables is indicated to be sharply above 1968. Much of the increase is concentrated in current heavy holdings of tomatoes and tomato products, beets, and sweet corn. Also, the 1969 carryovers of lima beans, snap beans, and green peas are well above the respective levels in 1968.

The carryover of canned spinach is about equal to a year ago, but the current inventory of cucumber pickles is down slightly compared with last year. And the inventory of sauerkraut may be down one-third.

Because of heavy carryover supplies and generally unsteady markets for most canned vegetables in 1968-69, the acreage of principal vegetables contracted for canning in 1969 was down sharply from 1968. The preliminary 1969 aggregate planted acreage of 9 vegetables for canning, at 1.3 million acres, is 15 percent less than in 1968.

Pack reductions in 1969 compared with 1968 are expected for most principal canned vegetables. These pack reductions are expected to more than offset the large 1969 carryovers. In total, the 1969 canned vegetable pack may be 15 percent below 1968. A substantial reduction in the 1969 pack compared with last year is expected for tomatoes and tomato products. Also, significant pack reductions are in prospect for sweet corn, green peas, beets, snap beans, lima beans, and spinach. With a larger acreage contracted and increased plantings of cabbage for early fall harvest, the 1969 sauerkraut pack likely will be moderately larger than in 1968.

The 1969-70 aggregate supply of canned vegetables is likely to be moderately less than in 1968. As compared with a year earlier little change is expected in the 1969-70 total supply of lima beans, beets, and sauerkraut. A moderate reduction is anticipated in total supplies of snap beans, sweet corn, green peas and spinach. Supplies of canned tomatoes, and tomato products as well as cucumber pickles may be a tenth smaller.

## Frozen

The 1969 combined summer holding of frozen lima beans, snap beans, sweet corn, green peas and spinach was 25 percent above 1968. Inventories of sweet corn and green peas are particularly heavy in contrast with spinach holdings which are down slightly.

Reflecting these heavy inventories, the 1969 aggregate acreage of these five vegetables for freezing is 16 percent less than in 1968. There was an across-the-board decrease in plantings.

Offsetting a smaller acreage, there has been a high yield of 1969 crop green peas for freezing, and the 1969 frozen pack may be moderately above 1968. However, substantially smaller frozen packs in 1969 compared with 1968 are in prospect for lima beans, snap beans, sweet corn and spinach.

The 1969-70 total frozen supply (carryover plus pack) of lima beans, snap beans and sweet corn is likely to be moderately below the respective levels in 1968. The supply of frozen spinach is expected to be down substantially in contrast with the supply of frozen green peas which may be 5 percent higher.

Winter supplies and disappearance of processed vegetables are shown in Table 5 and Figures 2 and 3.

Table 5.--Vegetables, Canned and Frozen: Supply and disappearance, winter months, 1967, 1968 and 1969

Commodity	Total Supply January 1			Disappearance Jan. 1-Mar. 31		
	1969	1968	1967	1969	1968	1967
<u>Million cases (basis 24/303's)</u>						
<u>Canned Vegetables</u> <sup>1/</sup>						
Lima Beans	3.7	2/3.3	2/ 2.5	2/ .9	2/ 1.0	2/ .9
Snap Beans	40.0	35.3	25.6	12.7	11.8	11.1
Beets <sup>3/</sup>	11.5	7.8	7.6	3.5	2.9	2.8
Carrots <sup>3/</sup>	4.6	4.8	3.3	1.4	1.5	1.9
Corn, Sweet	44.3	32.4	27.1	15.1	12.3	12.2
Peas, Green	25.4	24.2	19.9	8.7	8.8	8.1
Spinach <sup>3/</sup>	N.A.	3.3	3.1	N.A.	4/ 1.4	4/ 1.3
Tomatoes	N.A.	25.1	21.3	N.A.	8.8	8.4
<u>Frozen Vegetables</u>						
			<u>Million pounds</u>			
Lima Beans	134.2	121.6	110.3	30.9	32.7	39.3
Snap Beans	178.1	174.1	137.6	58.0	61.2	54.6
Corn, Sweet	291.2	230.3	220.8	87.4	85.8	92.8
Peas, Green	276.6	267.4	221.2	97.9	103.4	92.8
Spinach	69.7	61.2	53.1	4/27.9	4/ 18.8	4/ 18.4

N.A. - Not available.

<sup>1/</sup> Includes canners' and distributors' stocks.

<sup>2/</sup> Estimated by interpolation.

<sup>3/</sup> Disappearance estimated from reports of canners' shipments.

<sup>4/</sup> January 1 to March 1.

Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; Statistical Reporting Service, USDA.



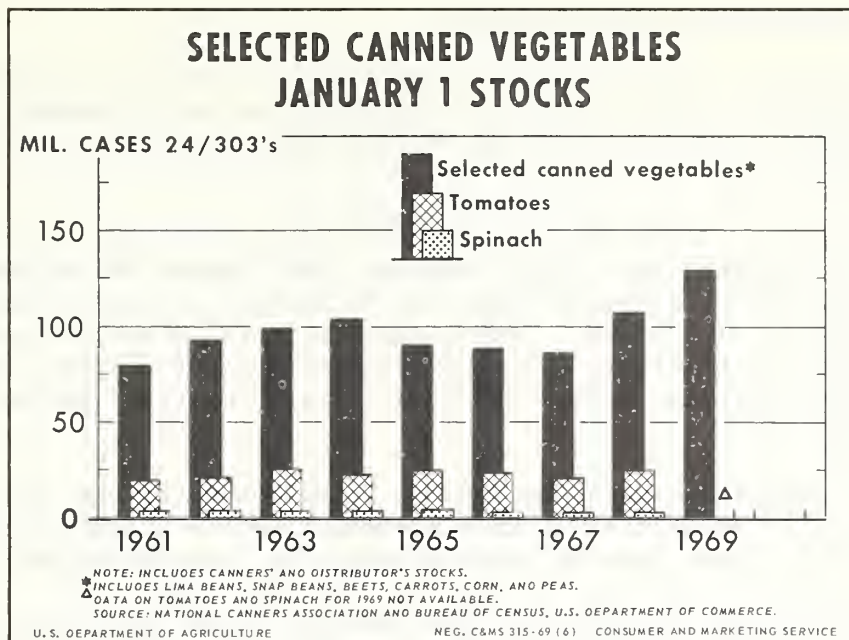


Figure 2

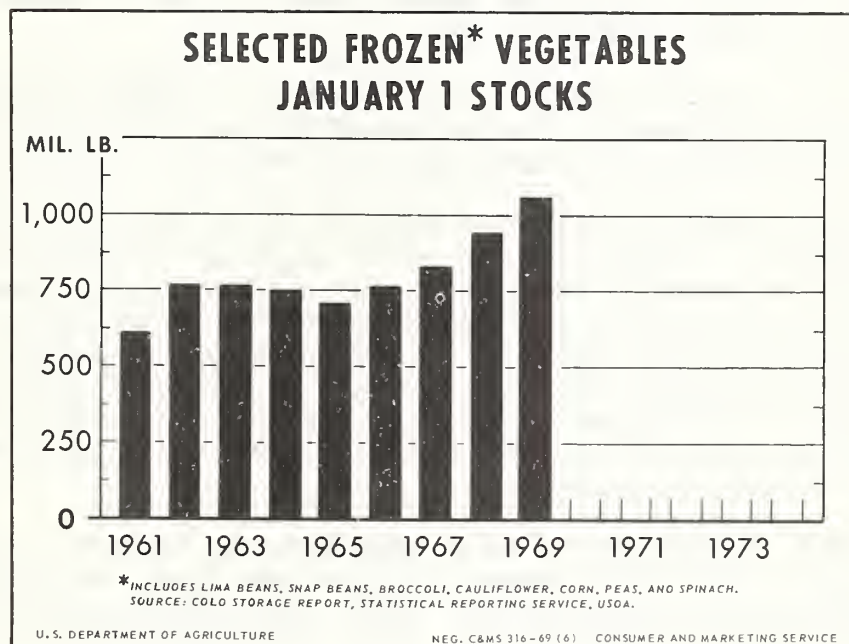


Figure 3

## V. Winter Vegetables - Foreign Trade

In the winter of 1968-69, Mexico continued as the major source of imports of fresh vegetables. Most exports of vegetables moved to Canada. In addition relatively small quantities moved to western European markets as well as the Caribbean area.

Mexico supplied a substantial volume of fresh tomatoes, cucumbers, melons, green peppers, and eggplant. From November 1968 through March 1969, imports of Mexican tomatoes were record high, and 35 percent above the volume imported in the like months of 1967-68. Tomato imports represented over half of domestic winter sales of tomatoes. Cucumber and green pepper imports were up sharply compared with the previous season as were imports from Mexico of other principal vegetables.

Foreign trade in carrots involved an interchange between the United States and Canada. U. S. exports of carrots exceeded imports slightly, with the net balance in exports down sharply compared with the previous winter.

The 1968-69 winter exports of fresh potatoes were down also, compared with 1967-68. But the volume of potato imports was more than double the year-earlier total. Foreign trade in fresh potatoes is largely with Canada.

Among the principal vegetables exported, lettuce continued to be by far the leading item, with most shipments moving into Canadian outlets. Lettuce exports showed a slight gain in the winter of 1968-69 as did celery, second in rank in export volume. In 1968-69, winter exports of both cabbage and tomatoes were off sharply compared with 1967-68.

Sales of U. S. grown vegetables in Canadian and western European markets are expected to trend upward. Foreign demand will be concentrated on western lettuce, Florida cabbage and celery, and Texas carrots.

The volume of Mexican vegetables exported to the United States has been increasing sharply. Furthermore, the 1969-70 aggregate volume of fresh vegetable imports from Mexico is expected to show a substantial increase compared with last season. In Mexico, the 1968-69 season was generally favorable for crops, although heavy rains early in the season delayed planting. In addition to fresh vegetable exports, interest continues in the lower central plateau region of Mexico in developing a center for freezing vegetables for export. This past season some fresh broccoli and cauliflower was shipped from Mexico for freezing in plants in California.

U. S. import regulations on fresh vegetables are limited to plant quarantine regulations, a relatively modest duty for most items, and applicable domestic marketing order regulations. There is no volume limitation on imports of vegetables.

Additional details on foreign trade are shown in Tables 6, 7, and 8, and Figures 4 and 5.

Table 6.--Winter Vegetables, Fresh: Exports, selected months,  
1968-69 with comparisons

Commodity	1968		1969				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1968-69	1967-68
<u>1,000 hundredweight</u>								
Lettuce	241	304	255	326	206	328	1,762	1,739
Celery	104	180	151	184	199	142	960	916
Carrots	21	16	24	51	95	150	358	482
Cabbage	3	34	61	91	130	72	391	627
Peppers	18	16	12	9	9	12	77	91
Tomatoes	95	82	18	8	13	11	227	374
Beans, Green	11	8	6	6	10	5	46	87

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.

Table 7.--Potatoes, Fresh: Exports and imports, selected months,  
1968-69 with comparisons

Potatoes	1968		1969				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1968-69	1967-68
<u>1,000 hundredweight</u>								
Exports	78	42	63	65	122	172	542	754
Imports	237	374	399	257	497	329	2,093	990

Source: Bureau of the Census, U. S. Department of Commerce.

Table 8.--Winter Vegetables: Imports, selected months, 1968-69 with comparisons

Commodity and country of origin	1968		1969				:Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	:1968-69:	1967-68
1,000 hundredweight								
<u>Green Peppers</u>								
Mexico	3	23	82	113	100	62	382	218
Other	<u>1</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>7</u>	<u>6</u>	<u>26</u>	<u>11</u>
Total	4	25	86	117	107	68	408	229
<u>Eggplant</u>								
Mexico	1	10	27	45	3	23	109	77
Other	-	--	*	*	-	--	*	*
Total	1	10	27	45	3	23	109	77
<u>Tomatoes</u>								
Mexico	107	275	722	792	841	766	3,503	2,589
Other	<u>3</u>	<u>2</u>	<u>4</u>	<u>7</u>	<u>2</u>	<u>2</u>	<u>21</u>	<u>19</u>
Total	110	278	726	799	844	768	3,524	2,609
<u>Cucumbers</u>								
Mexico	-	52	227	338	226	88	930	563
Bahamas	-	--	2	47	37	4	90	---
British Honduras	-	1	28	32	--	--	60	52
Dom. Republic	-	*	17	22	1	*	40	47
Jamaica	-	--	11	6	4	--	21	38
Canada	-	*	--	*	1	6	8	23
Other	-	2	1	--	-	-	3	1
Total	-	56	285	445	269	98	1,153	725
<u>Cantaloups</u>								
Mexico	-	*	--	4	174	471	649	377
Other	<u>2</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>---</u>	<u>4</u>	<u>4</u>
Total	2	*	*	4	175	471	653	381
<u>Watermelons</u>								
Mexico	1	7	24	56	111	196	396	277
Other	-	1	1	2	13	4	20	33
Total	1	8	25	58	124	200	415	310
<u>Carrots</u>								
Canada	96	83	91	26	24	6	326	255
Mexico	*	4	1	--	--	-	5	182
Other	-	--	--	--	--	-	--	7
Total	96	87	92	26	24	6	330	444
<u>Green Beans</u>								
Mexico	--	18	30	23	18	14	103	60
Other	--	*	--	--	*	*	*	1
Total	--	18	30	23	18	14	104	61

Note: Monthly data may not add totals due to rounding. \* Less than 50,000 lbs.

Source: Bureau of the Census, U. S. Department of Commerce.



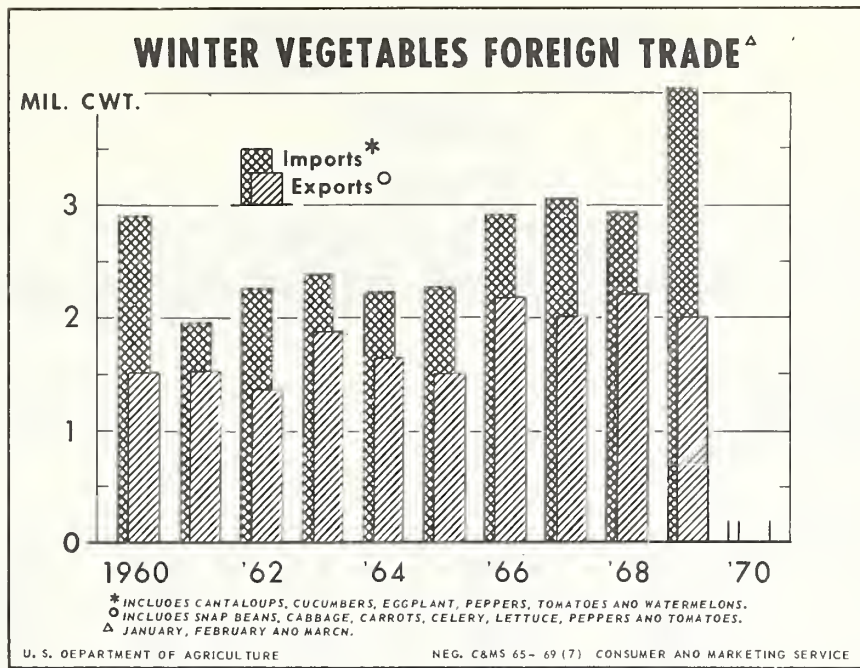


Figure 4

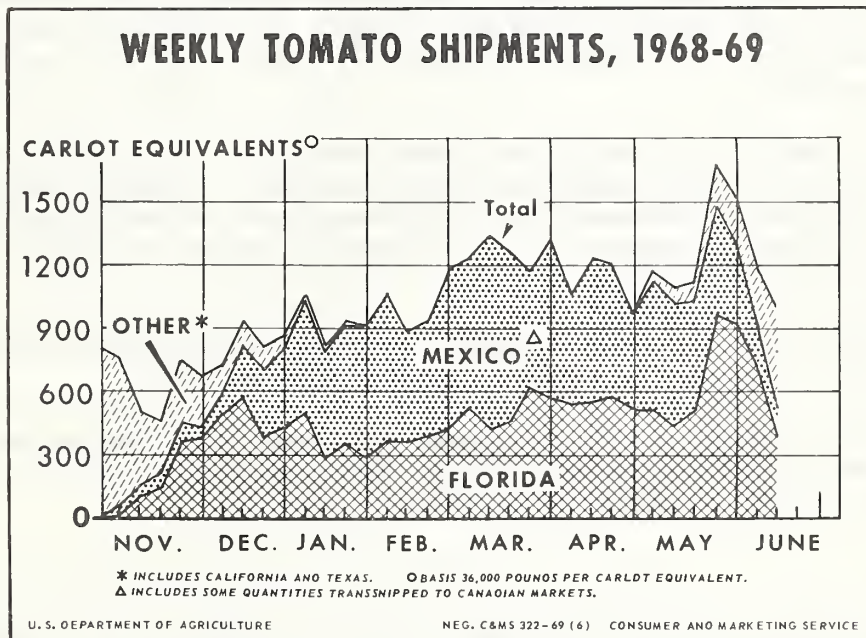


Figure 5

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal  
to 1969)

16,500

1/ 35

554

Background statistics

1969	16,500	16,100	35	564	11.60	6,542
1968	15,200	14,900	33	492	15.20	7,478
1967	17,200	17,000	36	612	12.70	7,772
1966	16,800	16,300	28	456	14.00	6,384

1/ 1965-69 (less 1966) average yield.

Comments

Florida plantings of winter snap beans in 1969 were nearly a tenth larger than the record low acreage in 1968. Low temperatures in mid-December slowed production, but plant loss was generally light. With mostly favorable conditions the remainder of the season, total production in 1969 was substantially larger than in 1968.

Weekly shipments of Florida snap beans during the 1969 season were well above the moderate to light supplies a year earlier. Although light through mid-January, shipments increased in late January and reached a peak late February. In addition, import volume from Mexico during the 1969 winter season was up substantially from 1968.

From a high level in early January, shipping point prices declined gradually, and in February and March, prices were moderate.

Next winter, market outlet for fresh snap beans will be limited by large supplies of canned and frozen snap beans. With an average yield in 1970, an acreage equal to 1969 should provide adequate supplies.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and an average yield, will result in a production 2 percent less than in 1969.

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Broccoli

(Texas and Arizona)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal  
to 1969)

3,050

1/ 38

107

Background statistics

1969	3,050	2,950	32	93	11.86	1,103
1968	2,650	1,950	44	85	9.92	843
1967	3,560	3,560	28	98	13.09	1,283
1966	2,880	2,400	41	114	13.69	1,561

1/ 1968-69 average yield.

Comments

Supplies of fresh broccoli were light during the winter of 1968-69, as were deliveries of western broccoli to processors.

In Texas, early winter supplies were concentrated in the San Antonio area and in the Lower Rio Grande Valley. In the latter area, harvest was most active during January and February.

In Arizona, harvest began in mid-November and light supplies were available through late winter.

Prices averaged relatively high partly due to less competition from California where adverse weather reduced the crop. In addition, spring marketings from California were quite small.

In 1970, markets should readily absorb the production from an equivalent acreage.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 15 percent more than in 1969.



1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Cabbage

(Arizona, Florida, California and Texas)

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	:	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)

1970 Acreage Guide and probable production

(see 1970 guide below)

45,200                      1/ 177                      7,615

Background statistics

1969	47,200	45,800	164	7,494	3.30	24,717
1968	39,500	37,600	202	7,611	3.44	26,212
1967	43,800	41,100	173	7,124	3.33	23,726
1966	40,000	38,800	174	2/ 6,748	3.69	24,393

1/ 1966-69 average yield by States.

2/ Includes 133,000 hundredweight in 1966 not marketed and excluded in computing value.

Comments

Winter cabbage acreages in 1969 were increased substantially in Texas and Florida, but were reduced in Arizona and California. A relatively low yield offset the acreage expansion, and total production was slightly below 1968. The winter production was augmented by a relatively large inventory of northern storage cabbage (Figure 6 ).

In Florida, the major source of winter cabbage, shipments trended upward gradually during the winter, with peak movement occurring in March. Florida shipping point markets were quite firm during December and January, but then retreated to low levels by early February.

Shipments from Texas were maintained at a relatively high volume throughout the winter. Similar to the trend in Florida, Texas' early winter prices were firm and then price levels were relatively low beginning in early February (Figure 7 ). With a small volume available in the West, 1969 prices there held well above those in 1968.

For improved market balance in 1970, growers in Florida and Texas should reduce their acreage of winter cabbage.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969 in Florida and Texas and equal to 1969 in Arizona and California. Such an acreage, with normal abandonment and a 1966-69 average yield by States, will result in a production slightly more than in 1969.



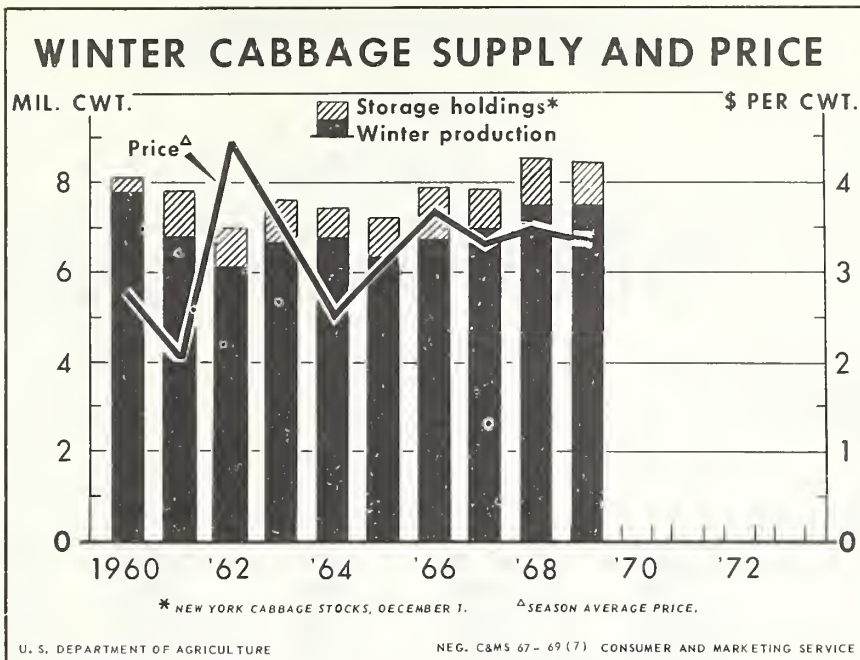


Figure 6

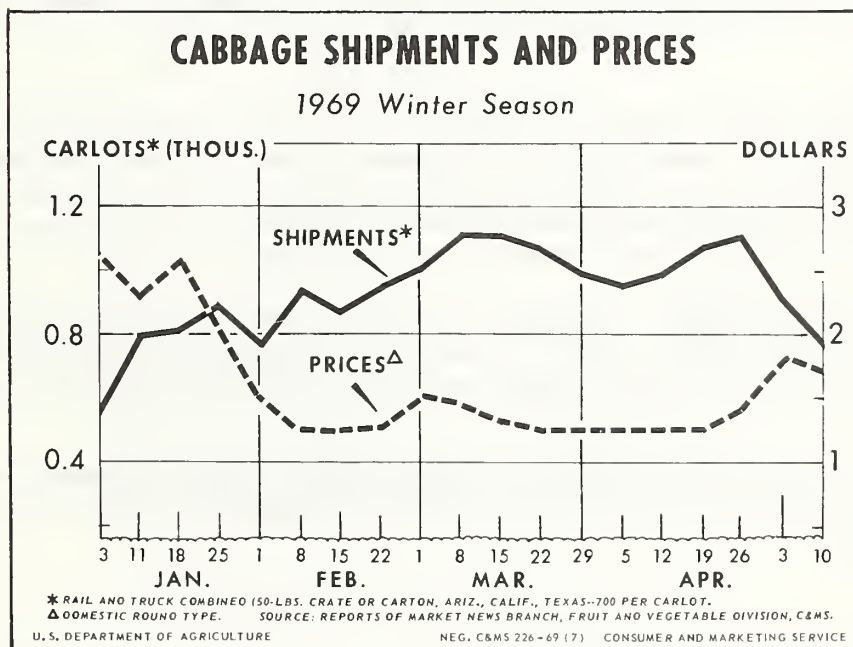


Figure 7

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Carrots

(Texas and California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(see 1970 guide below)						
	36,200		1/ 164	5,671		
<u>Background statistics</u>						
1969	37,600	36,600	162	5,919	4.13	24,434
1968	27,900	26,200	201	5,263	6.19	32,562
1967	39,100	38,100	146	5,544	3.96	21,931
1966	37,900	35,700	148	5,274	4.90	25,867

1/ 1966-69 average yields by States.

Comments

The 1969 total acreage of winter carrot season was more than a third larger than in 1968. Acreage in California was down sharply from 1968, but Texas acreage was substantially larger than a year earlier when floods curtailed the crop. The total 1969 production was 12 percent more than in 1968 (Figure 8 ).

Carrot marketings during the 1969 winter season were much larger than in 1968. A good volume moved from south Texas in early January and reached a peak in early March. Although below 1968 levels, a relatively steady volume moved from the Coachella and Imperial Valley areas in California. Small quantities also were shipped from Arizona and Florida.

Because of the larger supplies, prices during the 1969 winter were well below the record levels in 1968. Prices were especially low in late February. In March wet fields in Texas slowed harvesting and contributed to improved returns.

In 1970, a moderately smaller acreage than in 1969 in Texas and an acreage equal to 1969 in California would provide adequate supplies for potential market outlets.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969 in Texas and equal to 1969 in California. Such an acreage, with normal abandonment and 1966-69 average yields by States, would result in a production 4 percent less than in 1969.

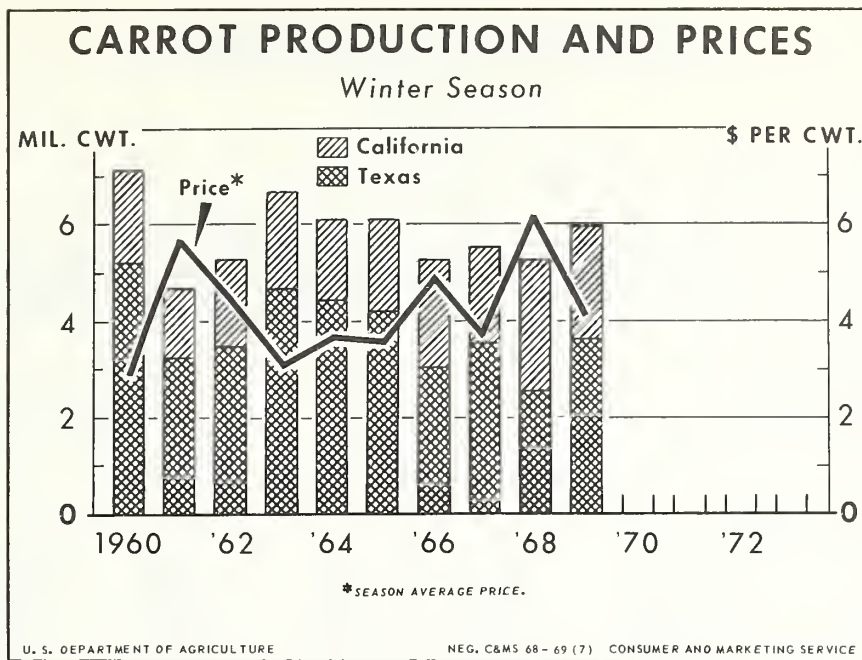


Figure 8

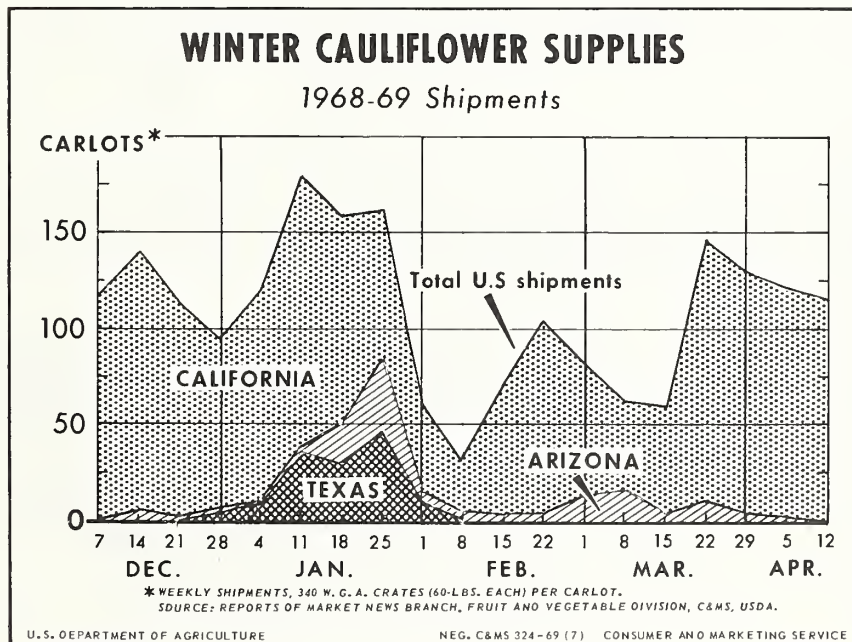


Figure 9

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Cauliflower

(Texas and Arizona)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and  
probable production.

(planted acreage equal  
to 1969)

2,100                      1/ 56                      111

Background statistics

1969	2,100	2,000	63	126	13.72	1,729
1968	2,250	1,450	52	76	14.97	1,138
1967	2,250	2,050	43	89	15.00	1,335
1966	2,100	2,100	59	129	13.64	1,678

1/ 1965-68 average yields by States.

Comments

The 1969 winter cauliflower crops in Texas and Arizona developed favorably. A much larger acreage for harvest and a high average yield in Texas resulted in a production nearly double that a year earlier. Also, because of a larger acreage and a higher yield, 1969 production in Arizona was a third more than in 1968.

During January, volume shipments moved from the Texas Lower Valley, the principal producing area in the State (Figure 9 ). Smaller quantities were available from the San Antonio and Eagle Pass areas during February. Although cold weather slowed crop development in Arizona, volume supplies were shipped in January and a moderate volume moved in March.

Through January 1969, cauliflower prices averaged below the high levels a year earlier. However, largely because of unusually light shipments from the California early spring crop, prices were extremely high during February and March.

In the 1970 winter season, competing supplies from California will likely be much larger than in 1969. But producers in Arizona and Texas should be able to market the production from an acreage equal to 1969.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment in Texas and 1965-68 average yields by States, will result in a production 12 percent less than in 1969.



1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Celery

(California and Florida)

Year	: Acreage	: Yield	:	:	:	:
	: Planted: For harvest:	per acre	: Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and  
probable production

(see 1970 guide  
below)

11,200

1/ 468

5,309

Background statistics

1969	11,400	11,400	479	5,459	4.58	25,029
1968	10,800	10,800	475	<u>2</u> / 5,130	4.87	24,537
1967	12,200	12,100	471	<u>2</u> / 5,698	3.61	18,286
1966	11,200	11,100	447	4,958	4.84	23,980

1/ 1968-69 average yield by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 94 in 1968 and 637 in 1967.

Comments

During most of the winter of 1968-69, celery supplies were heavy and prices were under pressure. Following adverse weather in California which resulted in reduced yields of celery, supplies moved into better balance during March, and shipping point prices advanced to relatively favorable levels.

In 1969, celery acreage in California was increased sharply to the highest total since 1960. From time to time during the California winter harvest, cutting was curtailed because of slow markets. Arizona marketed a small quantity of winter celery.

In Florida, where growers have established marketable allotments under their marketing order, total 1969 celery plantings were reduced slightly. In spite of a December freeze and a storm in February, celery yields were down only a little compared with 1968. Florida's shipping point prices were quite low during December 1968, but trended upward in the late winter. (Winter data are shown in Figure 10).

For the 1970 season, a slightly smaller crop of celery would be adequate for market needs which have shown little change.

1970 Guide

The 1970 guide is a planted acreage equal to 1969 in Florida and 5 percent less than in 1969 in California. Such an acreage, with normal abandonment and a 1968-69 average yield by States, will result in a production 3 percent less than in 1969.

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage equal  
to 1969)

12,700                      1/ 70                      729

Background statistics

1969	12,700	9,000	70	630	9.00	5,670
1968	9,200	9,000	70	630	8.20	5,166
1967	13,000	11,000	70	777	7.10	5,517
1966	10,000	7,500	50	375	7.90	2,962

1/ 1968-69 average yield.

Comments

Frosts threatened the 1969 winter crop in most Florida areas. However, on the Lower East Coast crop outturn was generally good (Figure 11 ), and prices were relatively high most of the season. Sweet corn prices were exceptionally high during January 1969, but trended downward thereafter.

Assuming a normal harvest schedule next season, markets could absorb in 1970 a larger volume than was produced in 1969. If crop loss is average, however, the desirable increase would result on an equal acreage.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 16 percent more than in 1969.

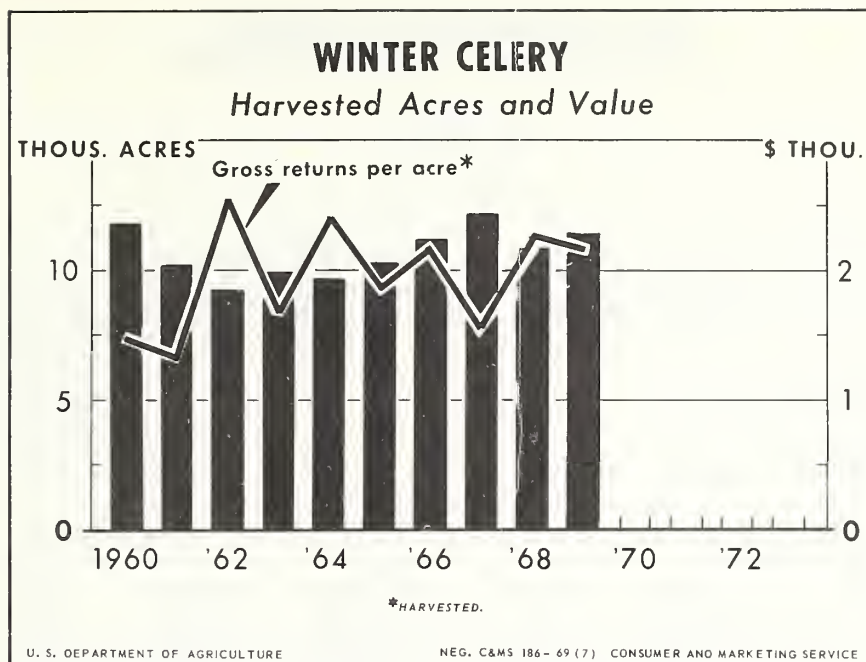


Figure 10

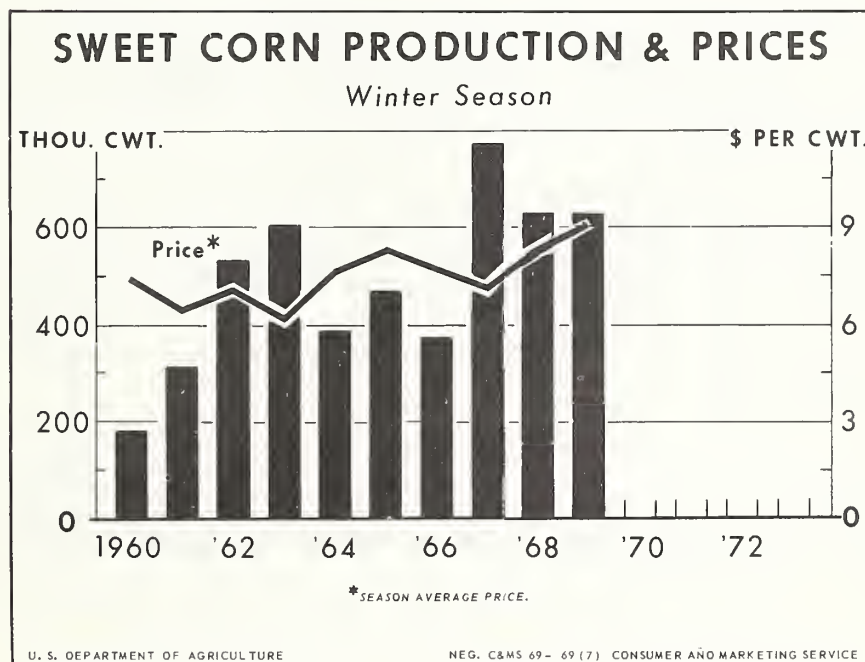


Figure 11

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	Acreage		Yield			
	Planted:	For harvest:	per acre	Production:	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(planted acreage 5 percent less than in 1969)	7,600		<u>1</u> / 112	783		
<u>Background statistics</u>						
1969	8,000	7,300	105	766	8.00	6,128
1968	6,600	5,900	135	<u>2</u> / 796	7.70	5,821
1967	7,500	7,000	110	770	5.40	4,158
1966	8,600	8,100	100	810	4.80	3,888

1/ 1966-69 average yield.

2/ Includes 40,000 cwt. in 1968 not marketed and excluded in computing value.

Comments

Cold weather in November and December damaged the crop, particularly in the Zellwood and Sarasota areas. However, in the Everglades, the major source, crop development was favorable. Light supplies also were harvested in the Lake Placid-Sarasota area.

Following a cold December, supplies of escarole were light in January, and at that time, shipping point prices were as high as \$4.00 per 1 1/9 bushel. However, when shipments increased in early February, prices declined to \$1.00 - \$1.25. Nevertheless, the season average price for escarole was high (Figure 14).

Assuming an average yield in 1970, a moderately smaller acreage should provide an adequate crop.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 2 percent above 1969.



1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	Acreage		Yield			
	Planted	For harvest	per acre	Production	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and  
probable production

(planted acreage 5 percent  
less than in 1969) 80,100

1/ 172

13,226

Background statistics

1969	84,300	77,900	170	13,223	5.80	76,654
1968	71,700	70,200	174	12,240	4.75	58,151
1967	78,300	75,800	172	13,005	3.64	47,287
1966	72,600	70,600	175	12,372	6.55	81,095

1/ 1968-69 average yield.

Comments

The 1969 winter lettuce acreage was increased substantially from the year-earlier level. Although a high percentage of acreage was not harvested, the 1969 production was a record (Figure 12).

In December 1968, and again in January and February 1969, U. S. total weekly shipments of winter lettuce varied around 2,000 carlot equivalents. Coinciding with these heavy shipments, California shipping point prices retreated to minimal levels (Figure 13). Cutting was occasionally curtailed due to slow markets, wet weather and a shortage of mechanical cars. However, as supply patterns smoothed out during March, shipping point prices advanced to relatively favorable levels. The strong price trend in the late winter also reflected a potential threat to supplies of early spring lettuce due to adverse weather.

In Texas, movement slowed considerably in late January and early February when shipping point prices were at seasonal lows. Cold weather slowed growth of Arizona lettuce. When prices dropped in the last half of January, shipments declined slightly. In mid-March prices rose sharply, and volume from Arizona increased as above normal temperatures accelerated growth.

A smaller acreage in 1970 would improve marketing prospects.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production about equal to 1969.

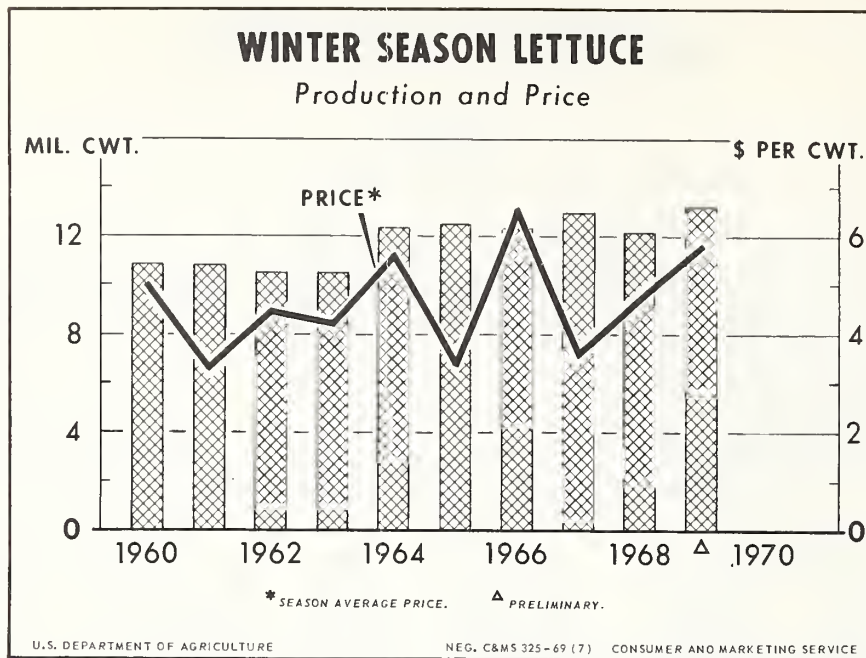


Figure 12

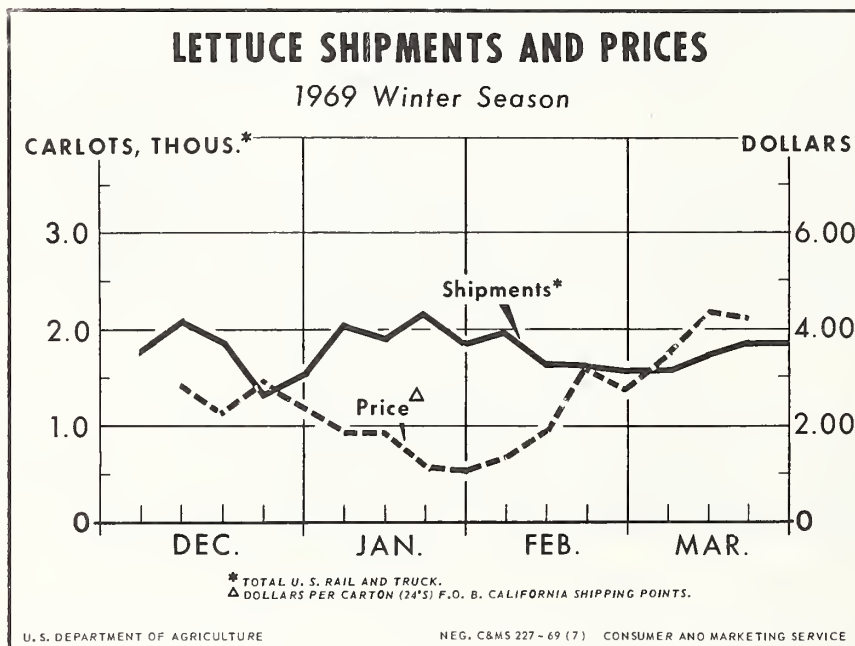


Figure 13

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	: <u>Acreage</u> :		Yield :		: Price :		Value
	: Planted:	For harvest:	per acre	: Production:	(\$ per	(\$1,000)	
	(Acres)		(Cwt.)	(1,000 cwt.)			
<u>1970 Acreage Guide and probable production</u>							
(planted acreage equal to 1969)							
	7,000		<u>1/</u> 104	699			
<u>Background statistics</u>							
1969	7,000	6,500	95	618	14.89		9,202
1968	7,100	6,900	120	828	12.53		10,376
1967	7,200	7,100	105	746	11.46		8,547
1966	7,300	7,000	85	<u>2/</u> 595	14.00		8,148

1/ 1965-68 average yield.

2/ Includes 13,000 cwt. not marketed and excluded in computing value.

Comments

Cold weather in December had a lasting effect on the 1969 winter green pepper crop in Florida. Although plant loss was not heavy, there was considerable bloom loss and the average yield was considerably less than the high level in 1968. Total 1969 winter production was a fourth smaller than the large 1968 crop. (Figure 15). Import volume from Mexico during the 1969 winter was almost double that a year earlier.

Total Florida shipments of green peppers during the 1969 winter were down sharply from a year earlier. Weekly volume from Florida ranged from light during January and February to moderate in late March. Supplies in the Ft. Myers area were particularly light, and low yields at times restricted movement from the Pompano area, the main source for winter supplies.

Shipping point prices in Florida were high through January and February, but declined sharply in early March, reaching low levels late in the month. For the season, prices averaged quite high. Price data are shown in Figures 16 and 17.

A 1970 acreage equal to 1969 would provide adequate supplies, providing average yields are obtained.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1965-68 average yield, will result in a production 13 percent more than in 1969.

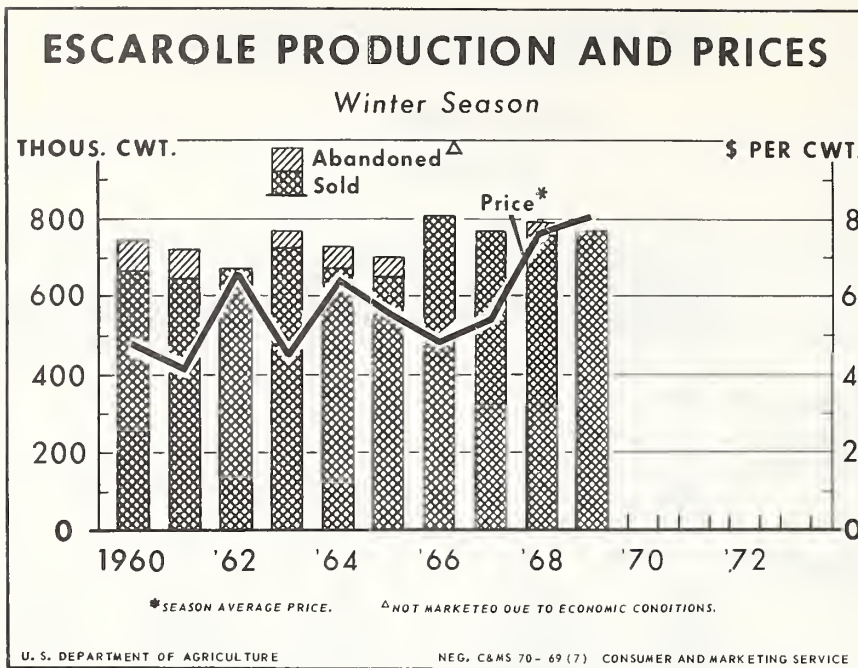


Figure 14

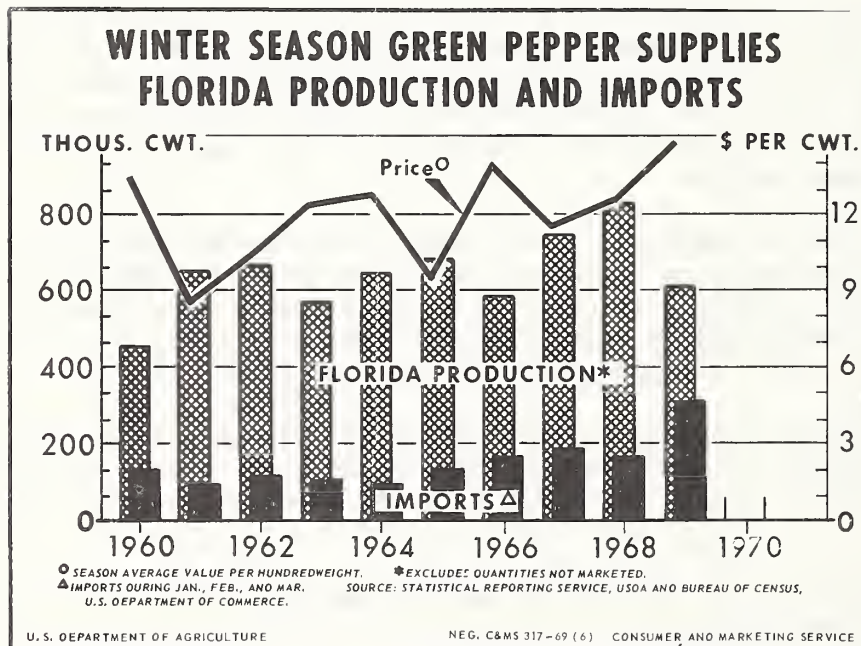


Figure 15



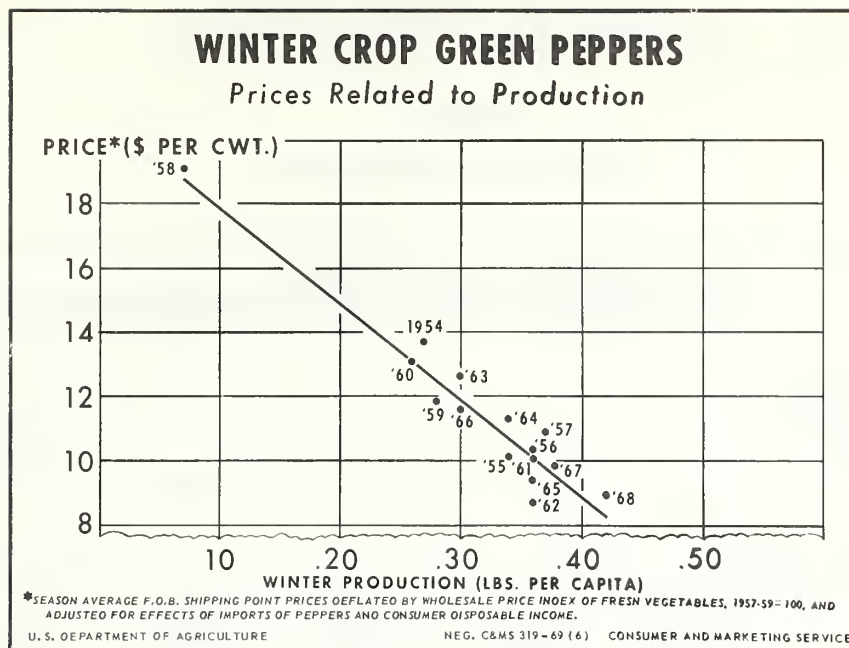


Figure 16

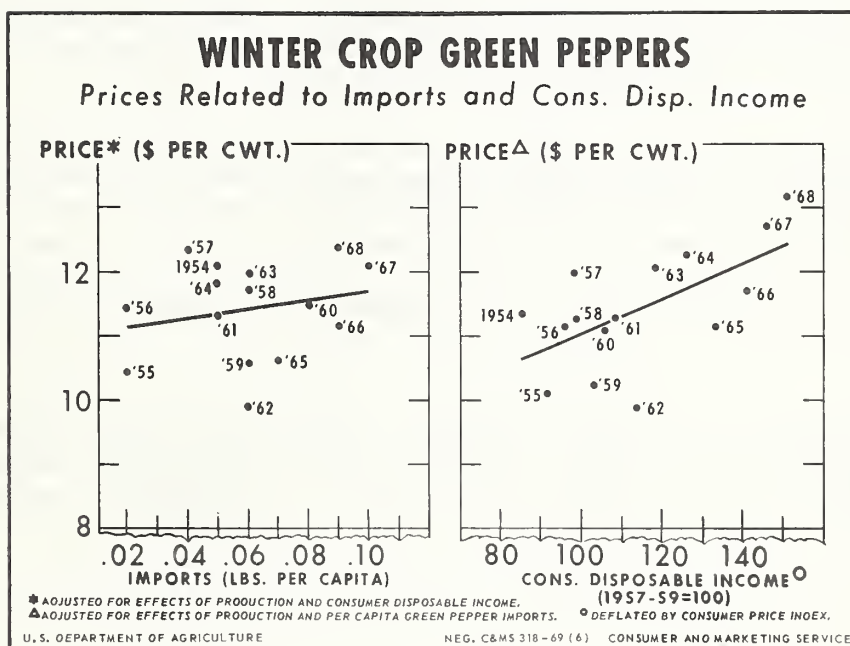


Figure 17

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Spinach

(Texas and California)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1970 Acreage Guide and probable production</u>						
(see 1970 guide below)	8,150		<u>1/</u> 50	370		
<u>Background statistics</u>						
1969	8,500	7,500	50	375	10.84	4,065
1968	6,400	5,900	58	343	12.26	4,205
1967	8,600	7,600	49	372	11.20	4,166
1966	9,600	8,100	47	379	10.40	3,944

1/ 1966-69 average yield by States.

Comments

Winter rains curtailed output of 1969 winter spinach in the coastal counties and Salinas Valley areas of California. Through March 1969, the supply of California spinach available to freezers was approximately 50 percent less than in the comparable period in 1968.

In the Winter Garden area of Texas, where the supplies of spinach were relatively heavy most of the winter, prices were under pressure until late in the season. Some fresh market production in Texas was diverted to canners. Outlet for Texas flat leaf varieties was generally limited to the Chicago area.

In 1970, a moderate reduction in acreage is recommended in Texas.

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969 in Texas and equal to 1969 in California. Such an acreage with normal abandonment and a 1966-69 average yield by States, will result in a production slightly less than in 1969.

1970 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> : <u>For harvest</u> :	per acre :	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

14,800                      1/ 178                      2,582

Background statistics

1969	14,800	14,300	160	2,288	12.40	28,371
1968	13,100	13,000	180	2,340	14.20	33,228
1967	15,400	14,900	190	2,831	9.40	26,611
1966	16,600	16,300	180	2,934	9.70	28,460

1/ 1966-69 average yield.

Comments

In 1968-69, fresh tomato market competition between Florida and Mexico intensified. About half of 1968-69 domestic winter sales consisted of Mexican imports. From December 1968 through March 1969, Mexican fresh tomato crossings for which duty was paid amounted to 263 million pounds, one-third more than the 196 million pounds imported in the same period in 1967-68. Both Mexican and Florida tomato shipments were subject to identical grade, size quality and maturity regulations authorized under a Federal marketing agreement and order.

The increased market penetration by imports coincided with a small winter production in Florida. The 1969 winter crop in Florida was the smallest since 1960. During the early winter, tomato shipments from Florida held considerably below year-earlier totals. However, in February and March, the 1969 movement from Florida compared closely with year-earlier levels. Shipping point prices in March 1969, reflecting the increase in marketings, declined sharply compared with early winter values.

Substantial and increasing import competition from Mexican vine ripe tomatoes is likely. Nevertheless, in 1970 markets should absorb the production from an acreage in Florida equal to 1969. (Additional data are shown in Figures 18 and 19.

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 13 percent more than in 1969.

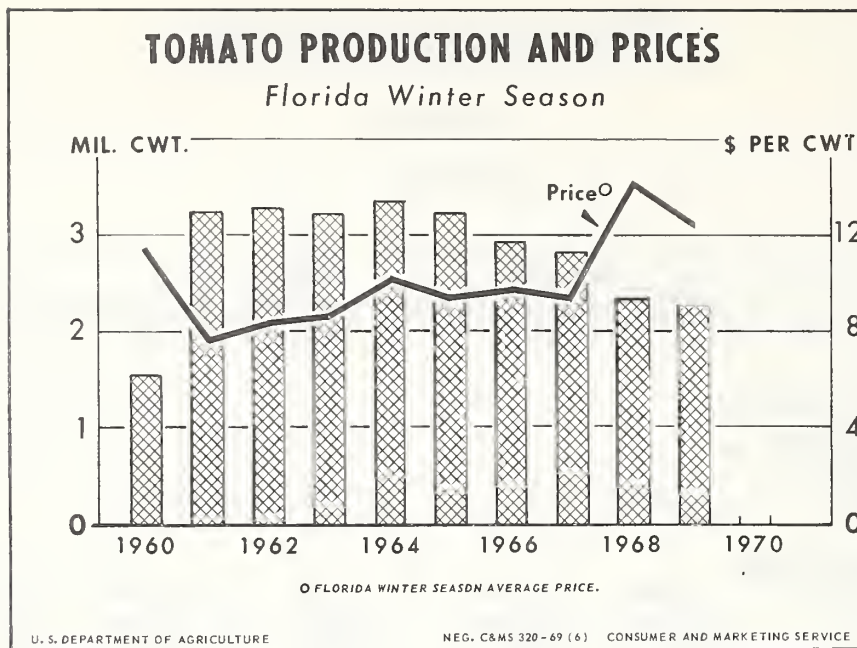


Figure 18

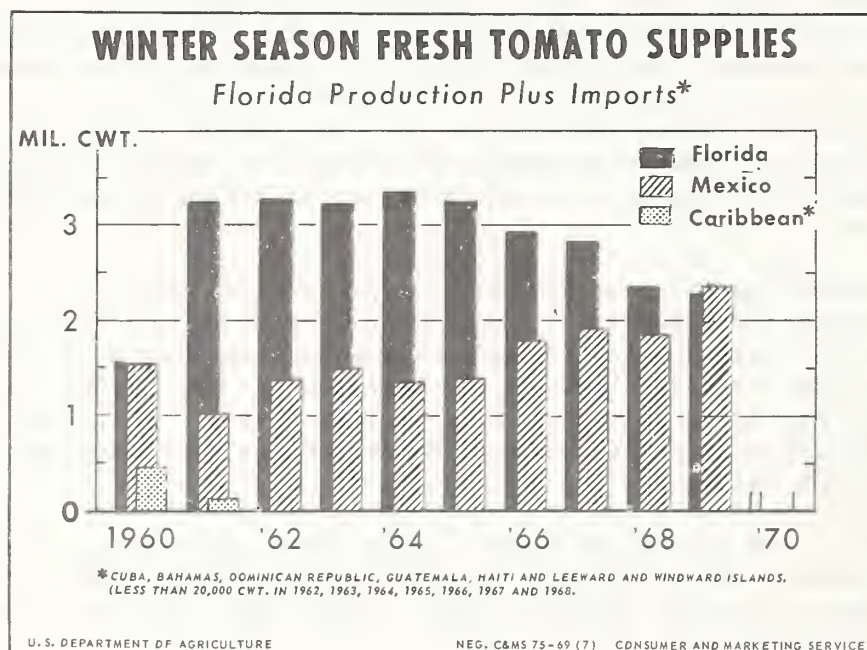


Figure 19



1970 Acreage-Marketing Guides  
Winter Potatoes

(California and Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1970 Acreage Guide and probable production</u> (planted acreage equal to 1969)						
California	8,800	8,800	<u>1/</u> 216	1,892		
Florida	<u>12,200</u>	<u>11,712</u>	<u>1/</u> 170	<u>1,991</u>		
Total	21,000	20,512		3,883		
<u>Background statistics</u>						
1969	21,000	19,900	202	4,022	N.A.	N.A.
1968	22,200	21,900	177	3,885	3.23	12,241
1967	24,800	24,700	198	4,894	3.30	15,669
1966	25,900	25,500	199	5,084	2.90	14,037
<u>California</u>						
1969 prel.	8,800	8,800	230	2,024	N.A.	N.A.
1968	10,500	10,500	180	1,890	2.49	4,492
1967	12,800	12,800	215	2,752	2.81	7,343
1966	14,600	14,600	240	3,504	2.18	7,140
<u>Florida</u>						
1969 prel.	12,200	11,100	180	1,998	N.A.	N.A.
1968	11,700	11,400	175	1,995	3.90	7,749
1967	12,000	11,900	180	2,142	3.90	8,326
1966	11,300	10,900	145	1,580	4.39	6,897

N.A. - Not available.

1/ 1966-69 average yield per acre.

Comments

Florida: For several years acreage and production of winter potatoes in Florida have shown little change (Figure 22). The 1969 Florida crop returned a relatively high price. This was due partly to little bunching in marketings and a late start in the Florida spring crop harvest.

Digging of the round red crop at Lake Okeechobee was most active in January 1969. At Ft. Myers, a small acreage of round reds was harvested mostly during February. In addition, some Ft. Myers round white varieties moved to chippers as late as April.

In Dade County, where the 1969 crop consisted of three-fourths reds and one-fourth whites, harvest started in late February and continued into May.

Chippers used Dade County round whites until early May when they switched to central Florida spring crop supplies.

California: In California winter crop potato acreage has trended downward. This decline has coincided with the expansion in the storage crop in the Pacific Northwest.

Harvest of the California winter crop extended from December 1968 into April 1969. Intermittent mid-winter rains which kept growers from digging resulted in a relatively high portion of the crop remaining for harvest in the late winter. However, a late start in harvest in California spring crop areas helped to focus demand on winter supplies. As a result, prices received for California winter potatoes increased during the late winter.

The 1969 indicated acreage of fall crop potatoes in the West is 7 percent above 1968. Consequently, as next winter's competitive storage supplies are likely to exceed those held last winter, California winter potato producers are recommended to plant an acreage in 1970 equal to 1969.

### 1970 Guide

The 1970 winter guide is a planted acreage in California and Florida equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield by States, will result in a total production 3 percent less than in 1969.

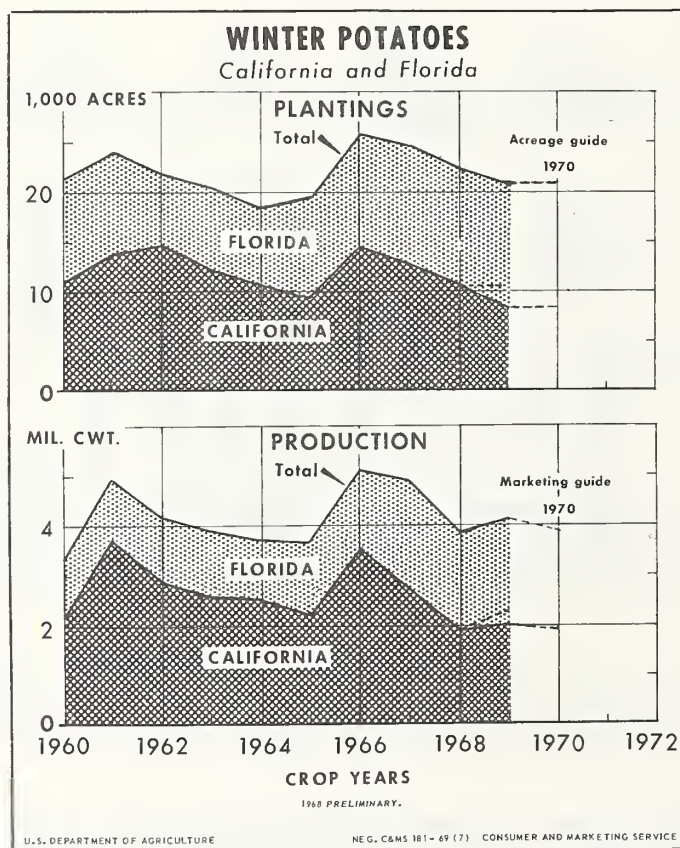


Figure 20